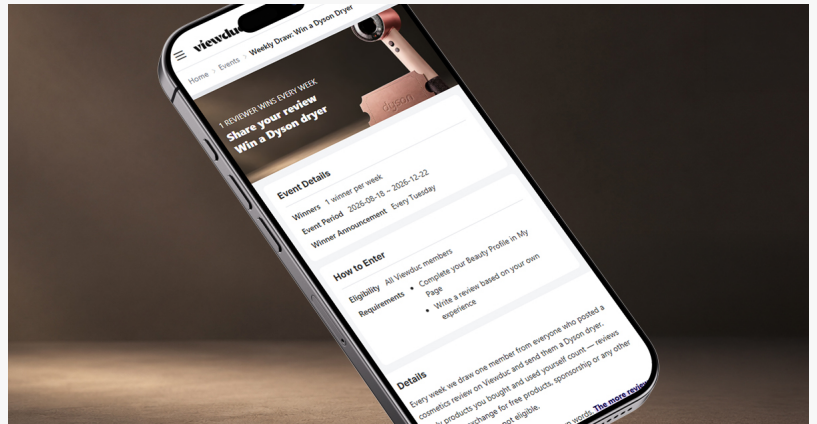


Viewduc Launches Global Beauty Review and Cosmetic Ingredient Platform

The platform combines product reviews, cosmetic ingredient data, dupe comparisons and personalized beauty tools, with new community reward programs.

SEOUL, GANGNAM-GU, SOUTH KOREA, August 18, 2026 /EINPresswire.com/ -- [Viewduc](#) Insight has officially launched the Viewduc beauty platform, bringing beauty product reviews, cosmetic ingredient information, comparison tools and personalized product discovery together in one service.



Viewduc's Weekly Review Draw gives one eligible reviewer a Dyson hair dryer each week.

“

Beauty product research is often split across reviews, ingredient information and comparison tools. Viewduc brings those decisions into one place.”

Junoh Lee, Viewduc Insight

Viewduc is designed to help consumers research beauty products from several angles before deciding what fits their needs. Users can explore products by category, skin type, concern and age, review product information and user feedback, and use specialized tools that connect product discovery with ingredient-level information.

A central part of the platform is its [ingredient dictionary](#), where users can search ingredients and review information such as ingredient functions, commonly associated product categories and preference indicators based on product and review data. Viewduc also provides dedicated Skincare Checker, Haircare Checker and Acne Checker

tools that make ingredient lists easier to review for different product types and concerns.

For consumers looking for alternatives to products they already know, the [dupe finder](#) identifies similar products and presents side-by-side comparisons that can include ingredient composition, product traits and key differences. Viewduc also provides a Routine Builder, beauty creator discovery features and product browsing tools intended to reduce the need to move between multiple services while researching beauty products.

The platform places particular emphasis on reviews based on actual product use. Viewduc asks members to write reviews based on their own experience and does not accept reviews written in exchange for free products, sponsorships or other compensation as ordinary consumer reviews.

That approach is also reflected in Viewduc's new community programs.

Viewduc is currently selecting members for Crew '26, a reviewer program designed to recognize detailed and useful reviews. One member is selected each week. Selected Crew '26 members receive a dedicated member badge, a \$50 beauty gift card each month and additional benefits while maintaining Crew status.

Viewduc is also introducing a Weekly Review Draw in August. Each week, one eligible member who posts a cosmetics review based on personal product experience is selected to receive a Dyson hair dryer. The program is intended to encourage consumers to share specific, experience-based reviews that can help others make better-informed beauty product decisions.

"Beauty product research is often split across reviews, ingredient information and comparison tools. Viewduc brings those decisions into one place," said Junoh Lee of Viewduc Insight.

Viewduc plans to continue expanding its beauty product and ingredient information, comparison tools and community features as the platform grows.

About Viewduc

Viewduc is a beauty product discovery, review and cosmetic ingredient information platform operated by Viewduc Insight in Seoul, South Korea. The service combines beauty product browsing, user reviews, ingredient information, comparison tools and personalized discovery

The screenshot displays the Viewduc platform interface, divided into three main sections: 'Reviews How it feels', 'Reviews Share experience', and 'Compare'.

- Reviews How it feels:** This section contains four rating questions for the 'MediCube Zero Pore Pad Mild' product:
 - (1/5) How would you rate the moisture longevity? (Progress bar: 1/5, label: 'Did not last long')
 - (2/5) How would you rate the skin smoothing? (Progress bar: 2/5, label: 'Felt very smooth')
 - (3/5) How would you rate the residue after application? (Progress bar: 3/5, label: 'Almost none')
 - (4/5) How would you rate the irritation? (Progress bar: 4/5, label: 'Almost none')
- Reviews Share experience:** This section includes:
 - 'How was your experience?' with a 5-star rating (5 stars selected).
 - 'Would you buy it again?' with radio buttons for 'Yes' (selected) and 'No'.
 - 'Share your honest experience' with a text input field and a character count '0 / 5,000 (20 characters minimum)'.
- Compare:** This section compares the 'Comparison Product' (Annis 8 Hyaluronic Acid Catechin Calming Pad) with the 'Reference Product' (MediCube Zero Pore Pad Mild). It lists product details such as Category (Toner Pads), Ingredient count (52 items vs 38 items), Made in (South Korea), and Product traits (Alcohol-free).

Below the screenshot is a promotional banner for the 'Crew '26 Selection' program. The banner features a glowing purple smartphone with the 'Crew '26' badge, two gift cards (Rakuten and Amazon), and gold coins. The text reads: 'Crew '26 Selection \$50 in beauty credit every month + @'.

features to help consumers research beauty products in one place.

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